



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 7c

Title:

Recommendation to Approve the Service Agreement and Funding for the History Center for FY 2018-2019

Presenter:

Chris Minick, Finance Director

Meeting: Government Operations Committee

Date: April 2, 2018

Proposed Cost: \$ See Below

Budgeted Amount: \$ 35,000

Not Budgeted:

**UPDATE FOR APRIL 2, 2018 GOC MEETING:**

Representatives of the History Center (HC) are requesting to re-present the funding presentation made at the January 22, 2018 GOC. In that presentation the HC requested an increase in funding from the current level of \$31,500 to \$42,000 for FY 2018-2019. Additionally, the HC requested a commitment from the City that their funding level would incrementally increase until it reached \$50,000 in accordance with the schedule below. No direction was provided from the Committee at the January meeting.

At the City Council Budget Retreat in February, direction was given to restore the previous 10% funding cuts to outside civic organizations. This action would restore the HC's funding level to \$35,000 for FY 2018-2019. This level is \$7,000 less than the HC's Funding request.

Staff is seeking direction as to the Committee's formal recommendation for a funding level for the HC for the 2018-2019 funding year (\$35,000 or \$42,000). Staff has included a draft service agreement for FY 2018-2019 with the amount of funding left blank. After the Committee makes a recommendation for funding, Staff will fill in the appropriate amount and have the 2018-2019 Service Agreement available for formal consideration and possible approval at the April 16 City Council Meeting.

Per Council direction from the February Budget Retreat, funding in the amount of \$35,000 is currently included in the City's proposed 2018-2019 Budget draft.

**AIES from January 22 GOC Meeting:**

**Executive Summary** *(if not budgeted please explain):*

Representatives of the History Museum will appear before the Government Operations Committee and present results of operations for the past year and outline relevant activities planned for its upcoming year of operations, as is required for organizations that receive more than \$25,000 in City funding support (the funding presentation). This year, we are holding the funding presentation prior to the finalization of the budget. Budget discussions are currently occurring at the staff level and the proper funding level directed by City Council will be reflected in the budget presented for approval later this winter/spring.

Historically the History Center has received an allocation from the Hotel Motel Tax revenue stream in an amount between \$30,000 and \$35,000 annually. This level of funding has been consistent for many years. The allocation for the 2017-2018 City fiscal year is \$31,500. The History Center is seeking a funding increase to provide an ability to offer programs and services with small, incremental increases over a period of years:

- 2018-2019: \$42,000

- 2019-2020: \$44,000
- 2020-2021: \$46,000
- 2021-2022: \$48,000
- 2022-2023: \$50,000

The History Center has represented that the additional funding requested would free up time and resources to allow for additional tasks and programs to be undertaken. They will elaborate during the presentation. If the request is acceptable to the City Council, we would formally approve the \$42,000 for fiscal year 2018-2019 and the expectation would be that the funding level of \$44,000 would be approved in 2019 for the 2019-2020 funding allocation and so on, assuming results are satisfactory.

In the event that the increased funding is not approved, the History Museum requests that the \$31,500 funding allocation from the Hotel/Motel Tax line item be awarded to allow them to maintain the current programming and activity level

**Attachments** (*please list*):

**History Center Funding Presentation**

**Recommendation/Suggested Action** (*briefly explain*):

**A Motion to Approve the Service Agreement and Funding for the History Museum for FY 2018-2019.**

**AGREEMENT FOR SERVICES BETWEEN THE CITY OF ST. CHARLES AND  
THE ST. CHARLES HISTORY MUSEUM**

**WHEREAS**, the City of St. Charles, hereinafter referred to as " City," is desirous of promoting and the rich history and culture of St. Charles; and,

**WHEREAS**, Chapter 3.32, "Municipal Hotel Operators' Occupation Tax," of the City of St. Charles, Illinois, Municipal Code (hereinafter referred to as "Hotel Tax Ordinance") provides for such activities in accordance with the limitations of the ordinance; and,

**WHEREAS**, the St. Charles History Museum, (hereinafter referred to as "the History Museum") an Illinois not-for-profit organization certified by the State of Illinois to collect, preserve, and present the history of the City of St. Charles and St. Charles Township, can provide research facilities, exhibits, and programs to residents and visitors to St. Charles.

**NOW THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:**

- I. In consideration of the promises, terms and conditions set forth, the History Museum shall devote its energies to presenting the history of the Greater St. Charles area including, but not limited to, museum exhibits, satellite exhibits, public programs, school programs on site and in the classrooms, and participation in community festivals when feasible. Activities to include, but not limited to:
  - A. Maintaining permanent and rotating exhibits on various St. Charles history subjects at the History Museum and other locations in the community;
  - B. Offer public programs for residents and visitors by working with other community groups to bring in speakers and experts on various topics relating to local, state, and regional history and culture;
  - C. Work with teachers and principals to create and offer programs for CUSD 303 schools to supplement the local history unit and other relevant units;
  - D. Work with local festival and event coordinators to offer services including bus tour guides, and to coordinate possible exhibit opportunities;
  - E. Maintain and enhance existing relationships with St. Charles community stakeholder organizations including the Convention and Visitor's Bureau, Chamber of Commerce, Downtown Partnership, St. Charles Community Unit School District 303, Public Library, Park District, St. Charles Township, and the City;
  - F. Seek grants on all levels to assist in the funding of planned activities;

- G. Interface with other local, state and regional museum organizations to ensure best practices are being met;
  - H. Continue to assess the results of the History Museum's work and provide annual written reports to the City Council.
- II. In consideration of the foregoing services provided by the History Museum, City agrees to pay to the History Museum \$ [REDACTED] for the period beginning May 1, 2018 and ending April 30, 2019. Payment shall be made on a monthly basis, subject to deductions by City for collection costs.
- III. The History Museum will not enter into any relationship, contractual or otherwise, which will subject City to any liability. The History Museum, an independent contractor, receives funding from City to provide programs and exhibits highlighting the history of St. Charles and has no authority to bind City in any matter. The History Museum further agrees to indemnify and hold harmless the City from any and all liability, losses or damages, including reasonable attorney's fees, arising from the execution or implementation of this agreement.
- IV. The History Museum shall maintain records of all of its activities for a period of at least seven years, which records shall upon request be subject to inspection and copying by City or its designated agent at City's sole expense at any reasonable time or times during the operation of this agreement and for a period of three years thereafter.
- V. This agreement shall terminate on April 30, 2019, and the consideration therefore may be renewed by a written instrument executed by both parties.
- VI. The History Museum shall provide City with a monthly financial report including a profit and loss statement, along with an annual balance sheet. The current profit and loss statement shall be provided to City within thirty (30) days after the end of the month for which the statement is prepared. The History Museum shall comply with the terms and conditions of City's Policy Regarding Funding for External Agencies, as it exists on May 1, 2018.
- VII. The History Museum agrees that it will continue to identify, recruit, and appoint new and/or additional members to its Board of Directors to represent the entire community of the City of St. Charles. The History Museum also agrees to maintain its by-laws so as to restrict the duration and number of terms of office members of the Board of Directors may serve.

- VIII. Upon termination of this agreement, any funds paid to the History Museum and not used or otherwise subject to pending contract requirements of the History Museum shall be returned to the City.
- IX. In the event of a default by either party under this agreement, the other party may elect to terminate the agreement by serving ten-day written notice upon the other party.
- X. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.
- XI. Any amendment to this agreement shall be effective only if evidenced by a written instrument executed by the parties hereto.

**IN WITNESS WHEREOF**, the undersigned have hereto set their hands and seals this \_\_\_\_\_ day of April, 2018.

**ST. CHARLES HISTORY MUSEUM**

**CITY OF ST. CHARLES**

By \_\_\_\_\_  
President

\_\_\_\_\_  
Mayor

YOUR CITY. YOUR HISTORY. YOUR SENSE OF COMMUNITY.

# ST. CHARLES HISTORY MUSEUM FUNDING PRESENTATION

Presented By: Alison Costanzo, Executive Director

**01/22/2018**



## OUR MISSION

The Museum shall receive, examine, preserve, and display records, documents, textiles, and objects of historic value, which reflect or pertain to events and progress of the city and township of St. Charles from human occupation to the present date.

In pursuit of these purposes, the Museum shall exist for the educational and cultural enrichment of the City of St. Charles, the township, and community of the surrounding area.

# OUR HISTORY: A LOOK BACK TO OUR BEGINNINGS

MARCH 17, 1926

AURORA BEACON-NEWS

## PLAN HISTORICAL SOCIETY MUSEUM FOR ST. CHARLES

### Kiwanis Club Committee Named to Seek Permanent Housing Place for Relics.

St. Charles, Ill., March 17.—St. Charles is to have a historical society. The first steps towards an organization were made at the meeting of the Kiwanis club last evening when President Thompson appointed H. G. Hempstead, Col. F. D. Whipp and Harold Colson to perfect such a society.

Frank Underwood, owner of an unusually fine collection of Indian relics addressed the club last evening and as 90 per cent of the relics he owns have been found within three miles of St. Charles an informal discussion of the creation of a place for collections that will eventually be given for a museum, followed his talk. St. Charles residents have been collecting relics for years and if there is not some local place for collections they may find their way out of the city.

The meeting in the Masonic hall, was one of the most interesting ever held by the club.

ELGIN COURIER

Kiwanis Club Meets

The regular meeting of the Kiwanis club was held last evening in Masonic hall at 6:30 o'clock. Mr. Frank Underwood was present at the meeting with his large collection of arrow heads, which he has found in this vicinity. He told all about the collection and where they had been found, many of them north of St. Charles, near and around Person's creek.

1926

## LEGION TO START HISTORY SOCIETY AT ST. CHARLES

### Dr. I. A. Langum Presents Post With Antiques to Start Collection.

St. Charles, Ill., Feb. 3.—Dr. I. A. Langum has presented the American Legion a number of gifts to start the historical museum in the Henry Baker memorial community house. Dr. Langum has been appointed by H. A. Wilkinson, commander of the Legion, chairman of a group of legionnaires in founding a St. Charles historical society.

The collection will be housed in cabinets on the third floor of the Henry Baker memorial community house. For some time the Legion has realized that there are many articles pertaining to the early history of St. Charles that should be placed in a collection.

Anyone having old papers, books, pictures or furniture of St. Charles from an early day is asked to give to this collection. It is hoped that within a short time the St. Charles Historical society may become affiliated with the national organization.

1928

COLSON HEADS NEW HISTORICAL SOCIETY

A meeting called last Thursday evening to form a local historical society drew out two scores of people to the library hall in spite of the counter-attractions of Caustin's fistic bill at the Community Center.

As president, the new organization unanimously chose Harold E. Colson after that gentleman tried in vain to nominate Frank M. Underwood, who declined the post but prompted his support to the project. J. H. Rockwell was elected secretary.

President Colson promised to announce his committees and their members in the near future. He has already collected an interesting series of pictures of old Main Street which was exhibited at the meeting.

In calling the gathering to order, George E. Thompson endorsed its purpose, saying that St. Charles' history was typical of the middle west and the preservation of its data and relics a worthy design; and an invitation was given to all in sympathy therewith to join and attend the meetings of the society.

1933

# OUR HISTORY: A NEW HOME

## CITY GIVEN MUNICIPAL BLDG. TITLE

**With Building Ready  
Donors Hand Over  
Title At Once.**

Col. E. J. Baker, recovering from his recent illness in Community Hospital, Geneva, sent word to Mayor Langum yesterday that inasmuch as the city was ready to move into the New Municipal Building he and Mr. and Mrs. L. J. Norris felt that the city should not wait for a formal dedication and that they would give the city title to the property at once. It was immediately arranged. Mayor Langum met Col. Baker and Mr. and Mrs. Norris in his room at the hospital this morning and the mayor accepted the deed in the name of the city.

While there have been no definite plans made for a dedication ceremony, it has been the thought of many that the formal acceptance by the city be made at the first council meeting in the new building, with Col. and Mrs. Baker and Mr. and Mrs. Norris presenting the deed and appropriate acceptance. The council hall is large and would hold a large part of the group of St. Charles people who would like to be present. City officials and St. Charles people will no doubt desire some sort of ceremony at a later date when proper recognition can be given for this splendid gift.

For the past few weeks the Mayor and Councilmen have made frequent trips to Chicago buying the furnishings for the various municipal rooms, nine in all. In addition to the large Council room, the Council has an adjoining committee room. The large downstairs room on the south is being furnished for the City Clerk's office where light and water bills will be paid. Provision is also made for individual offices for the Mayor, City Attorney, Superintendent of Public Works, Tax Collector and Chief of Police.

The first meeting of the City Council in its new building will be held Monday evening, June 17. The City Clerk's office will begin collection of light and water bills in their new quarters June 15.

This new municipal building is outstanding in every way. Taking advantage of its location on the river bank its structure of Georgia marble and its architecture equalling Europe's palatial buildings, it is the outright gift from the donors. In addition to housing the municipal officials, provision is made for the many precious relics and historical collections for which pioneer St. Charlesites are noted. When arranged, the collection will be of wide interest.

The room given over to transportation facilities is ready for open-



1940

# OUR HISTORY: A MOVE TO MAIN STREET

## St. Charles nearing completion of new Heritage Center

Matt Leonard of Driessen Construction, left, works on renovation of the old gas station at 215 E. Main St. in St. Charles on Thursday while Ray Rodriguez, center, and Joshua Anderson of Signs of the Fox work on the new sign marking the building as the St. Charles History Museum.

*Chronicle photo by Kathy Guyer*



■ Museum, research facility, gift shop and more to open to local history buffs this fall.

By KATHY GUYER  
Kane County Chronicle

**ST. CHARLES** — The transformation of the former Texaco gas station into a museum is nearing completion, and members of the St. Charles Heritage Center board and museum staff are preparing for the day they can move to their new home.

The view of the building at 215 E. Main St. has changed, with new additions, windows and a terrace area making it obvious the days of pumping gas and fixing flats at the prime Main Street location are over.

Part of the space under the roofed gas pump area has been enclosed to create a gift shop where visitors will enter.

Low brick walls create a nice outdoor pedestrian terrace with paver blocks and space for landscaping.

And another low wall in front of the

building replicates one that was removed years ago from the original gas station.

St. Charles Heritage Center board member Patty Thayer said the center tried to duplicate the original architecture and stone as much as possible when making additions or changes.

The former garage doors where people would pull their cars in for service now are window display cases.

"These will be available to community organizations on a rotating basis," Thayer said. She added the Heritage Center will give local groups a chance to promote programs while keeping the windows interesting for passersby.

The interior also is nearing completion.

Drywall and new floors have turned the once-greasy garage into a like-new building designed for showcasing St. Charles history.

Heating and ventilation also is new, an important aspect of the museum as artifacts will be stored in the basement

Please see **HERITAGE** page 6

2000

2001



# A NEW DIRECTION

## 2015 - 2017

### ACCOMPLISHMENTS



# MOVING FORWARD



## ACCOMPLISHMENTS

- Hired Professional Museum Staff
- New Brand
- Secured approximately \$80,000 in grants and gifts to update the permanent exhibit hall.
- \$40,000 in Estate Bequeathals
- Increased hours of part-time staff, working towards expanding to full time and adding additional staff.
- Expanded our community outreach, programs, and events.
- Enhanced our Social Media Presence
- Developed new partnerships for our fundraising activities.
- Branded and updated retail space to promote the City of St. Charles.
- Increased Museum attendance by 48% over the last three years.



**St. CHARLES**  
**HISTORY MUSEUM**

COLLECT • PRESERVE • PRESENT

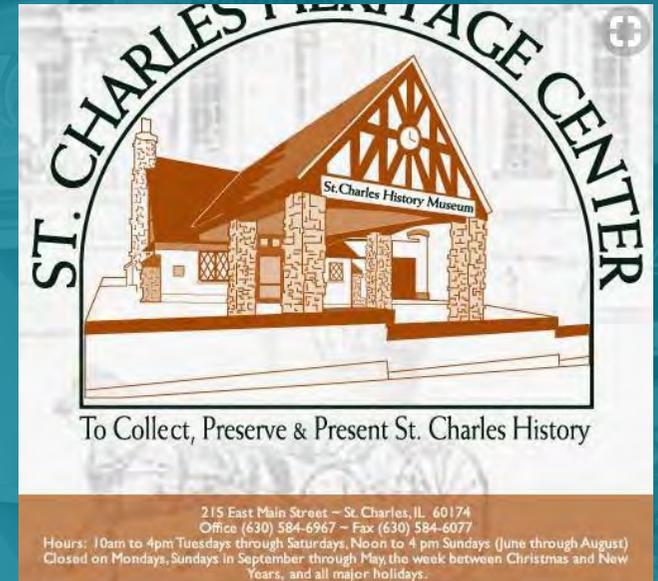
# 2018 STRATEGIC GOAL HIGHLIGHTS

- Develop event/meeting and facility policy.
- Promote nonprofit associations meeting usage at the Museum to increase community awareness.
- Improve, marketing, branding, and sales of the gift shop.
- Develop a scope of work for caring for the museum archive, textiles and object collections.
- Membership drive to increase donors and long term support for the Museum.
- Continue to develop educational programming and collaboration with outside organizations



# NEW BRAND

- In 2015, the Executive Director and Board of Directors made the decision to rebrand.
- The goal to create a consistent message that would resonate with the public.
- Develop marketing material to promote the new brand and the Museum.
- In May 2015, the Museum launched its new website and brand to the public.
- October 2017, the Museum launched a secondary brand specifically to promote the Gift Shop and make it a unique destination.
- The Museum is currently working with Streng Marketing who is donating their services to create a new line of membership and bequeathment promotional material. (February 2018)



St. CHARLES  
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT



THE CURIOUS FOX

GIFT SHOP

# ONLINE PRESENCE

## WEBSITE & SOCIAL MEDIA

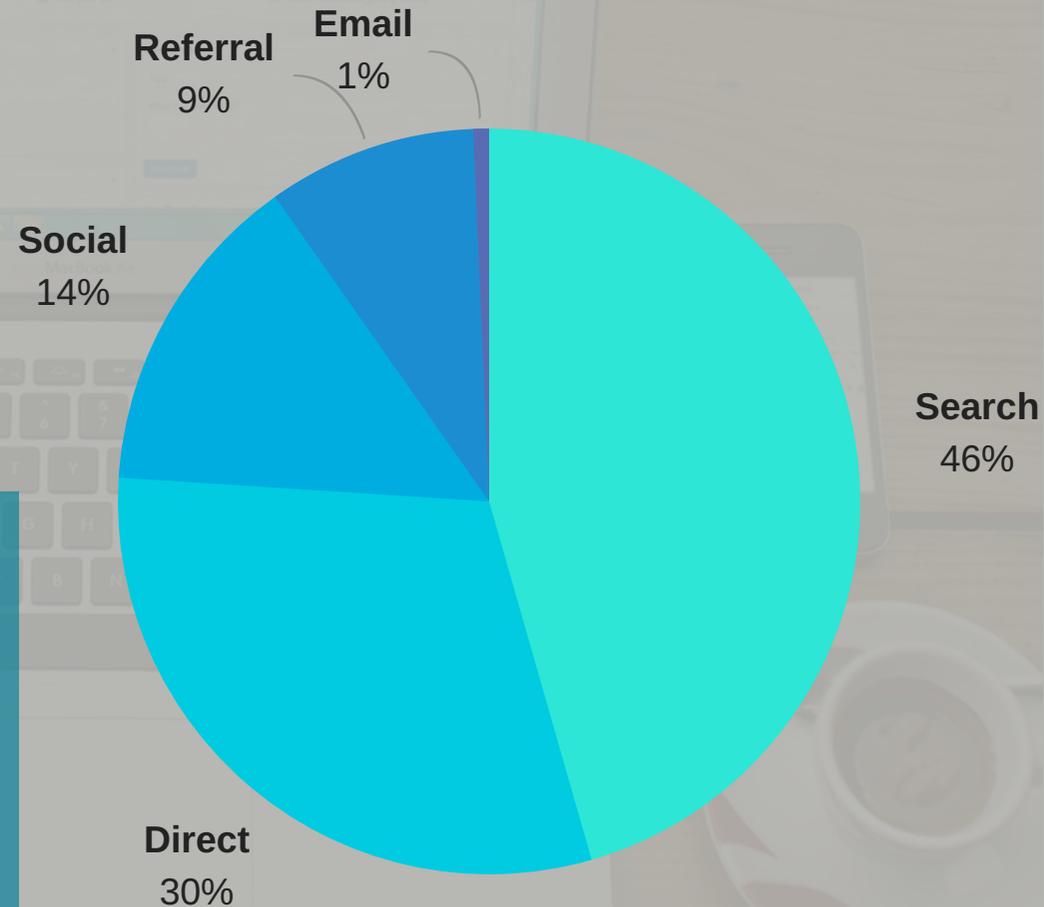
### WEBSITE STATS 2015-2017

Unique Visitors - 24.7K

Visits - 29.1k

Page Views - 61.9k

### WEBSITE SOURCES



### SOCIAL MEDIA STATS 2015-2017



2015-1,368

2016-1.849 **77.5% Growth**

2017-2,422

**4308% Growth**

2015-13

2016-261

2017-573



# EXHIBIT REDEVELOPMENT

2015-2017

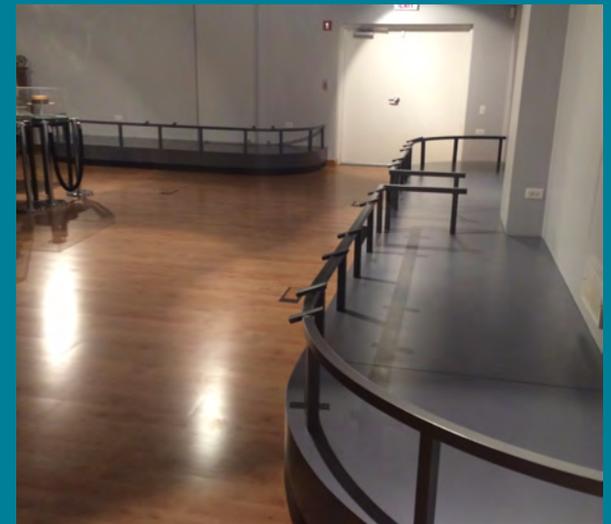


In 2015, it was clear that the Museum needed to redefine itself. The Museum needed to take a strategic approach grounded in a thorough understanding of the people who use museums and the role that our exhibitions and services play within the community.

By updating the permanent exhibit we are able to deliver better temporary exhibitions and programs. As well as promote and preserve the history of St. Charles.

## SECURING GRANTS & GIFTS

- |  |                              |
|--|------------------------------|
| 2015   | 2017                         |
| \$8,000 Community Foundation of the Fox River Valley | \$3,500 Jack & Kathy Brens   |
| \$52,500 Grand Victoria Riverboat Grant              | \$3,500 Tom & Chris Anderson |
| 2016   | 2018                         |
| \$10,000 Grand Victoria Riverboat Grant              | 3,900 CAP Grant              |
| \$3,700 Ralph and Ginnie Minard                      | (TBD April 2018)             |
| \$3,500 Jane Peterson Trust                          |                              |



# EVENTS, PROGRAMS & OUTREACH

## EVENTS

- 40s Night at the Arcada
- Best of St. Charles Foodie Fest
- Family Fun Day
- Tri-Cities 50/50 Community Raffle

## PROGRAMS

- Saturday Speaker Series
- Brown Bag Lunch-New 2018
- Mystery History Food Crawl
- Grave Reminders Cemetery Walk
- St. Charles Public Library Collaborative Programs
- Local History School Program- New 2018

## OUTREACH

- St. Patrick's Day Parade
- Pride of the Fox/Festival of the Fox
- Scarecrow Fest
- Electric Parade-Holiday Hot Spot
- Pickle Scavenger Hunt



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# 40S NIGHT AT CLUB ARCADA

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- Performance by Rosie and the Rivets
- Caricaturist
- Photo Booth
- Dance Lessons by Vargo Dance Studio
- 50s Night  
March 22, 2018





Best of St. Charles Foodie Fest

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**22 RESTAURANTS**  
**300+ ATTENDEES**

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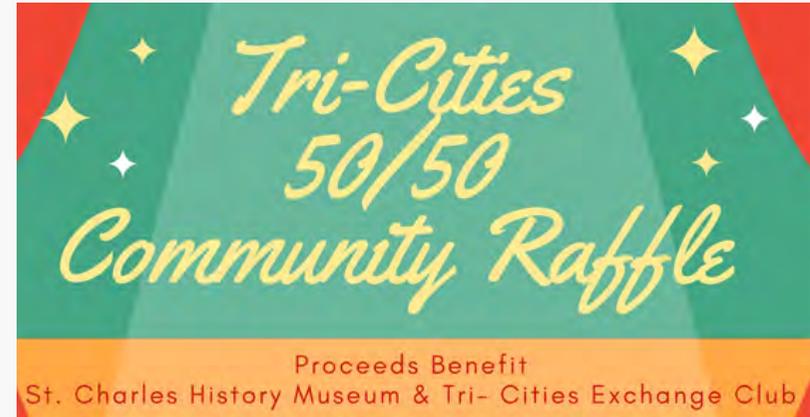
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# TRI-CITIES 50/50 COMMUNITY RAFFLE

## WITH THE TRI-CITIES EXCHANGE CLUB

### FINAL WINNINGS OVER \$10,000

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**GRAVE  
REMINDERS  
CEMETERY WALK**

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**Collaboration with  
the St. Charles  
Park District & St.  
Charles East High  
School Drama  
Department**

**North Cemetery**



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# COMMUNITY EVENTS

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St. Patrick's Day  
Parade

Festival of Fox

Pickle Scavenger  
Hunt

Scarecrow Fest

Electric Parade  
Holiday Hot Spot



# TEMPORARY EXHIBITIONS 2017

*Game Changers: Sports in St. Charles*

*Head to Toe: Celebrating 100 Years of Fashion*

GAME CHANGERS  
SPORTS IN  
ST. CHARLES

White  
Wedding  
Here comes the Bride...Not Dressed in White

The Victorian



Proposal  
An invitation and marriage occurred  
in the late 1800s. Some women married an  
earl, many times who started a scandal  
within the next year or marriage.

Marriage  
It was not rare to find a woman not  
married to a man, but it was not  
considered a scandal.

Divorce  
The young up of the 1800s and  
1900s began to divorce. Getting  
married often didn't lead to a  
happy life.

Women's Rights  
Women's rights did not come until  
the 1900s. Marriage was not  
always successful. Even though  
the woman's rights were not  
the same, they were  
moving social and financial status.

The Engagement  
Long engagements were often  
in the past. Marriage was  
not always the best. It  
wasn't always what you  
wanted. Getting married was  
not always what you  
wanted. Getting married was  
not always what you  
wanted.



The Ring  
The ring is an "engagement"  
ring. It is a symbol of love  
and commitment. It is a  
symbol of love and commitment.  
It is a symbol of love and  
commitment. It is a symbol  
of love and commitment.



**2015-2017**

## **TEMPORARY EXHIBITIONS**

- *From the Start Lincolns Funeral*
- *It's A Big Dill*
- *A Look at Zook*
- *Whiskey Bend: Taverns, Trolleys & Temperance*
- *Sharing*
- *Garden Gods*
- *Baby it's Cold Outside: Womens Fashion Exhibit*
- *Industry*
- *Arcada: Celebrating 90 Years*
- *Game Changers: Sports in St. Charles*
- *Head to Toe: Celebrating 100 Years of Fashion*
- *Serving Gas to Perserving History- February 2018*



ON AVERAGE IT TAKES

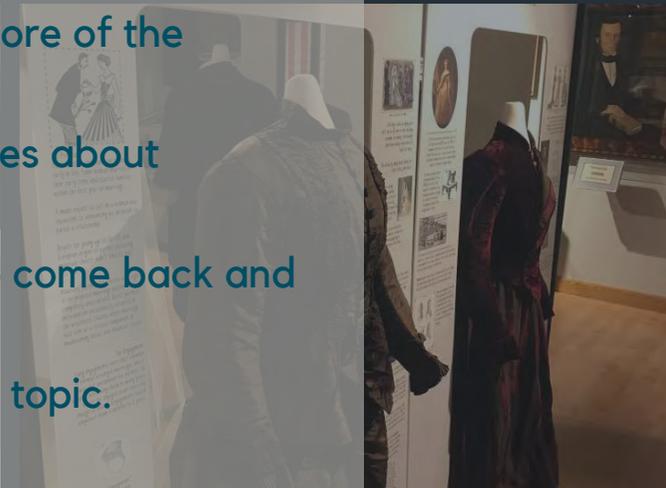
**730**

**HOURS TO CREATE A  
TEMPORARY EXHIBIT**



### **Why Create Temporary Exhibitions?**

- Allows the Museum to rotate more of the collection out for exhibition.
- We can tell more in-depth stories about St. Charles.
- Creates a reason for visitors to come back and visit the Museum again.
- Brings in new visitors based on topic.



# COMMUNITY PARTNERSHIPS

## COMMUNITY ORGANIZATIONS

- The City of St. Charles
- St. Charles Park District
- St. Charles Public Library
- Downtown Partnership
- Chamber of Commerce
- Greater St. Charles Convention and Visitors Bureau
- Baker Community Center
- District 303
- Youth Baseball
- Pride of the Fox
- Boy Scout troop 1 & 13
- American in Bloom

## LOCAL BUSINESS

Abby's  
Alexanders  
Arcada Theater & Club Arcada  
Arcedium  
All Things Art  
Ave Two  
Beardsley Barber Shop  
Bespoke Dental Company  
Blue Goose Market  
Brunch Cafe  
Button Man Printing  
Charleston on the River  
Chic Boutique  
Crazy Fox  
Colonial Café  
Cooper's Hawk  
Daves Slow Food  
Day Spring Pediatrics Dentistry  
Dick Pond Athletics

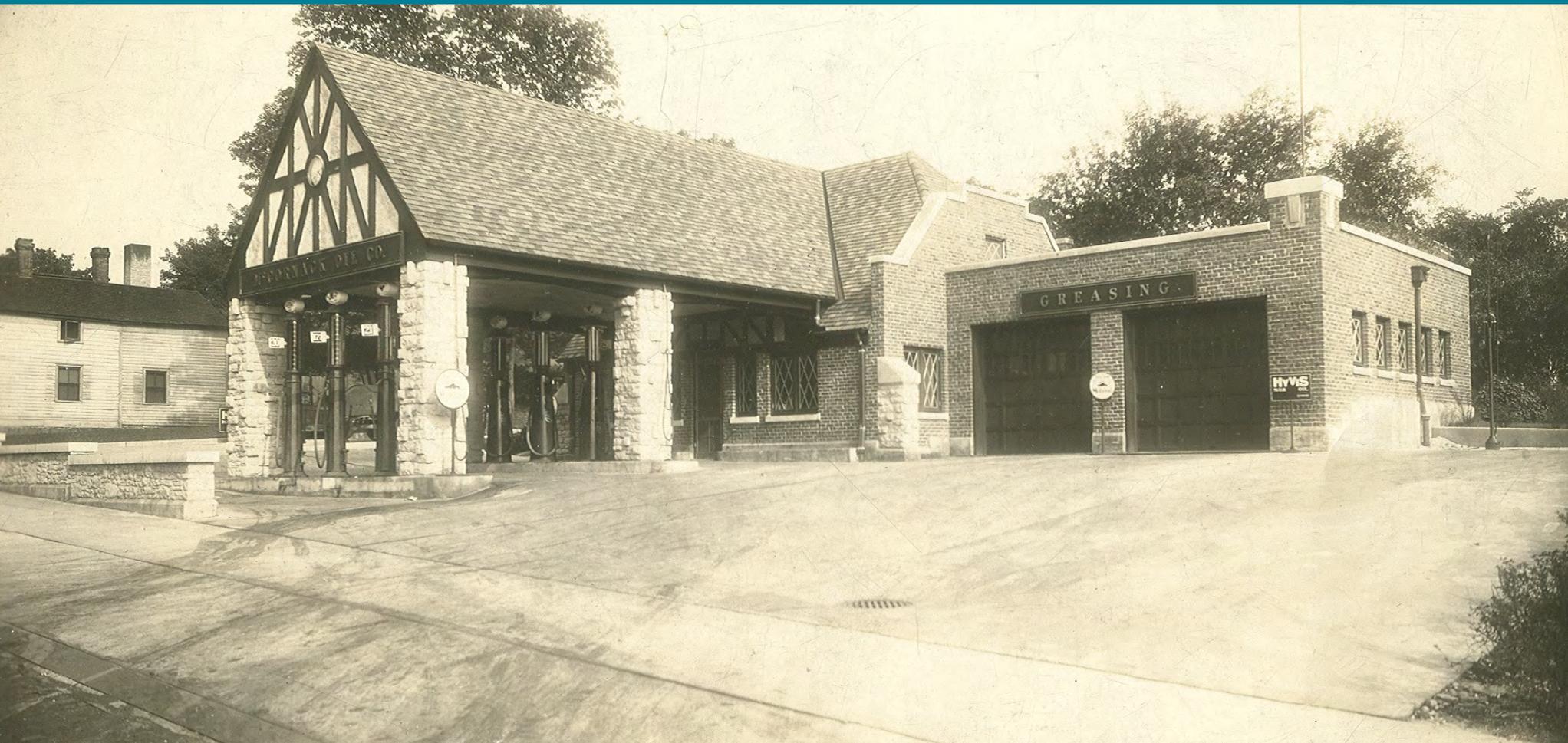
Dream Dance Academy  
DRM  
Edward Jones  
El Puente  
Fine Line Creative Dance Center  
Forever Yogurt  
Francesca's by the River  
Ginger Root  
Home Brew Shop  
Hairy Ant  
Hotel Baker  
Jeans and Cute Top Shop  
Joseph M Wiedemann & Sons  
Jonny Qs BBQ  
Kilwins  
Kimmers

McDowell Remolding  
McNally's  
Mixology  
Muscle Maker Grill  
NeoNeri Landscapes  
Norris Culture Arts Center  
On the Boarder  
Painted Vine  
Paragon Flowers  
Pheasant Run  
Rivers Edges Crystals  
Riverside Pizza  
Two Wild Seeds  
Vintage 53  
West Valley Graphics



# Who We Serve

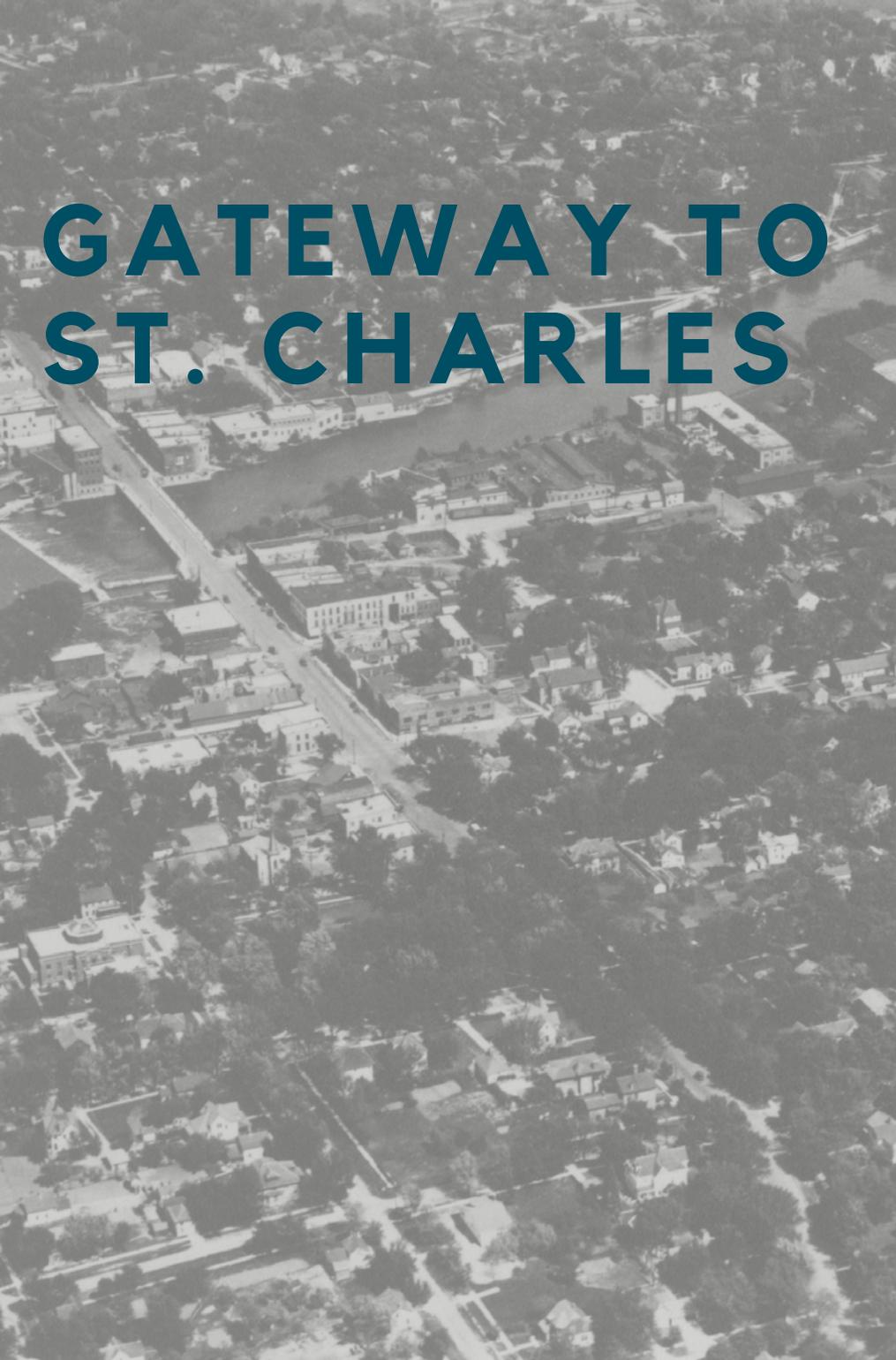
MORE THAN JUST OUR COMMUNITY



# *SURVEY RESULTS*

To better understand how we are serving the St. Charles community we launched a survey and distributed through our social media sites.

The survey targeted those who live in St. Charles, they were asked a total of seven questions, and given the opportunity to leave feedback.



# GATEWAY TO ST. CHARLES

## WELCOME TO ST. CHARLES

- The Museum and Gift Shop are conveniently located on Main Street with extensive open hours and accessible parking.
- Many of those visiting from out of town and even locals treat the Museum as the information center or "Gateway to St. Charles."

## MEETING A NEED

- Early on it was clear that the Museum began to fill a need in the community.
- Staff took notice and began to listen to visitors needs and wants.
- Creating a destination for the community and those visiting.
- One Stop Shopping
- Uniquely St. Charles merchandise, work with local vendors and artisans.
- Created its own identity and social media presence.



THE CURIOUS FOX

GIFT SHOP



**WHERE DO OUR VISITORS COME FROM...**



# ABOUT OUR VISITORS

- Glen Larson-Cincinnati
- Sue Murry-Grosse Pointe, MI
- Lucy & Matt Layer-D.C.
- Debbie Studdard- Phoenix, AZ
- Tiffany O'Dell & Barb Osland- Maryland "Very Nice"
- R. Gephardt Family- Savannah, GA
- Thomas Kelly- Mainsfield, TX
- Kathy Knold- Lakewood, CO "Love this place!"
- Pirkko Karvonon- Boyal Alberta, Canada "Excellent"
- Toms Christian Tours- Sun Prairie, WI "Enjoyed our visit with 54 guests"
- Lloyd & Carol Lathrop- Beaver Dam, WI "Very Nice"
- Lyndesay Adams- Emerald Hills, CA
- Montse Burillo- Panama Republic "Thank You"
- Paddy Heslin- Ireland "Wonderful Collection"
- Jan Edvinson- Oskarshamn, Sweden
- Brenda Lee Marero- Ohio
- Jenny Tyler- Idaho Falls, ID
- Carolyn Hahns- Dallas, TX "Beautiful way to know history"
- Rey Rivera- Purto Rico "Very Good"

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# A LOOK BACK 2014-2017 VISITOR SUMMARY

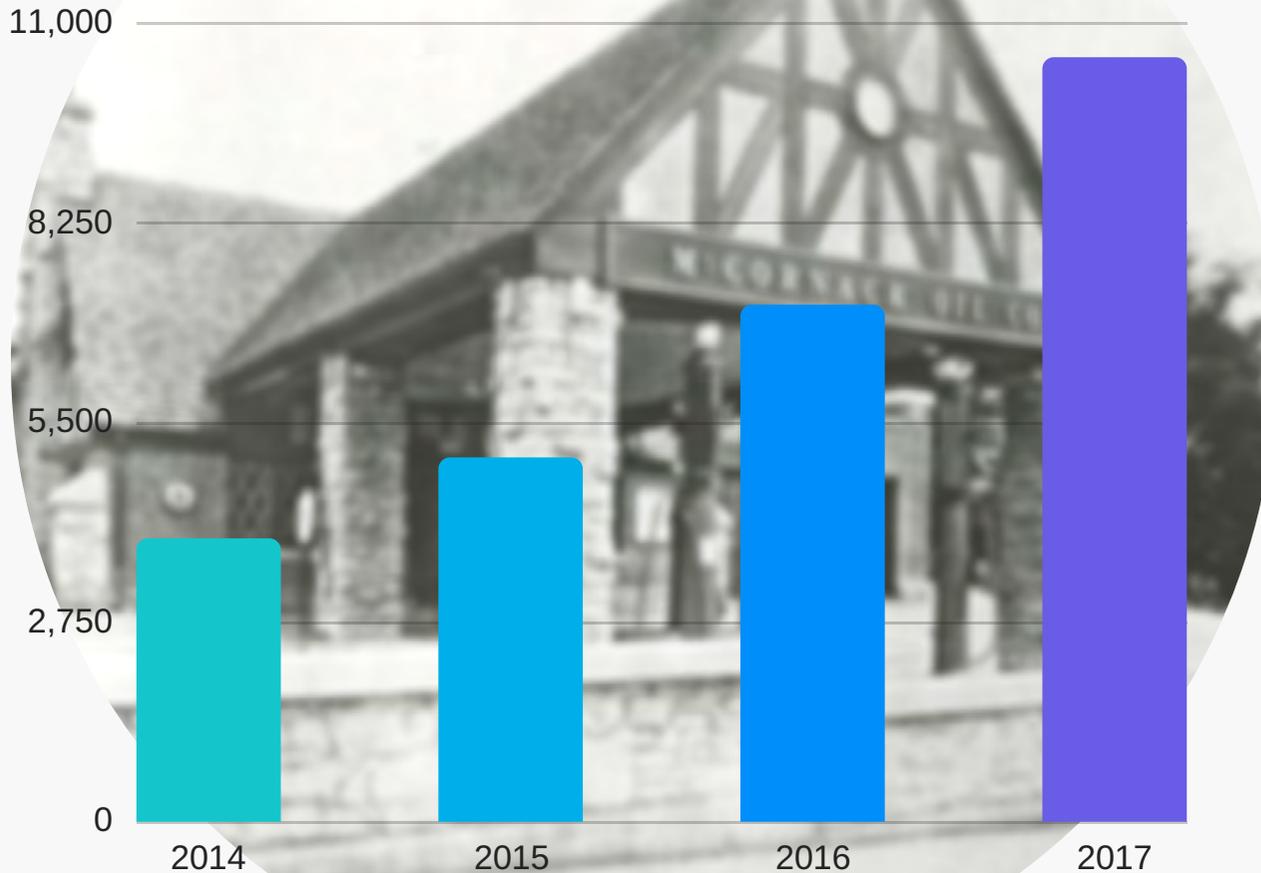
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2014/2015 - 28%  
2015/2016 - 41%  
2016/2017 - 48%

**UPDATED  
BRANDING**

**COMMUNITY  
ENGAGEMENT**

**NEW EXHIBITS &  
PROGRAMS**



# HOW WE DO IT

STAFF, BOARD OF DIRECTORES &  
VOLUNTEERS



# STAFF OVERVIEW

2014

- (1) Full-Time Director
- (1) 12 Hour a Week Part-Time Employee

2015

- (1) Full Time Executive Director
- (1) 12 Hours a Week Part-Time Employee
- (2) Stipend Interns

2016

- (1) Full Time Executive Director
- (1) 20 Hours a Week Part Time Curator & Marketing Coordinator

\*Increased to 24 than to 28

- (1) Unpaid Intern

2017

- (1) Full Time Executive Director
- (1) 32 Hours a Week Part Time Curator & Marketing Coordinator
- (1) Unpaid Intern

2018

- (1) Full Time Executive Director
- (1) 35 Hours a Week Curator & Marketing Coordinator
- (1) Unpaid Intern





## **IT'S BECAUSE OF OUR VOLUNTEERS**

The St. Charles History Museum volunteers currently help with the day to day operations at the Museum, assist with the collection, and exhibits as well as help at Museum events.

**6400+ VOLUNTEER HOURS**

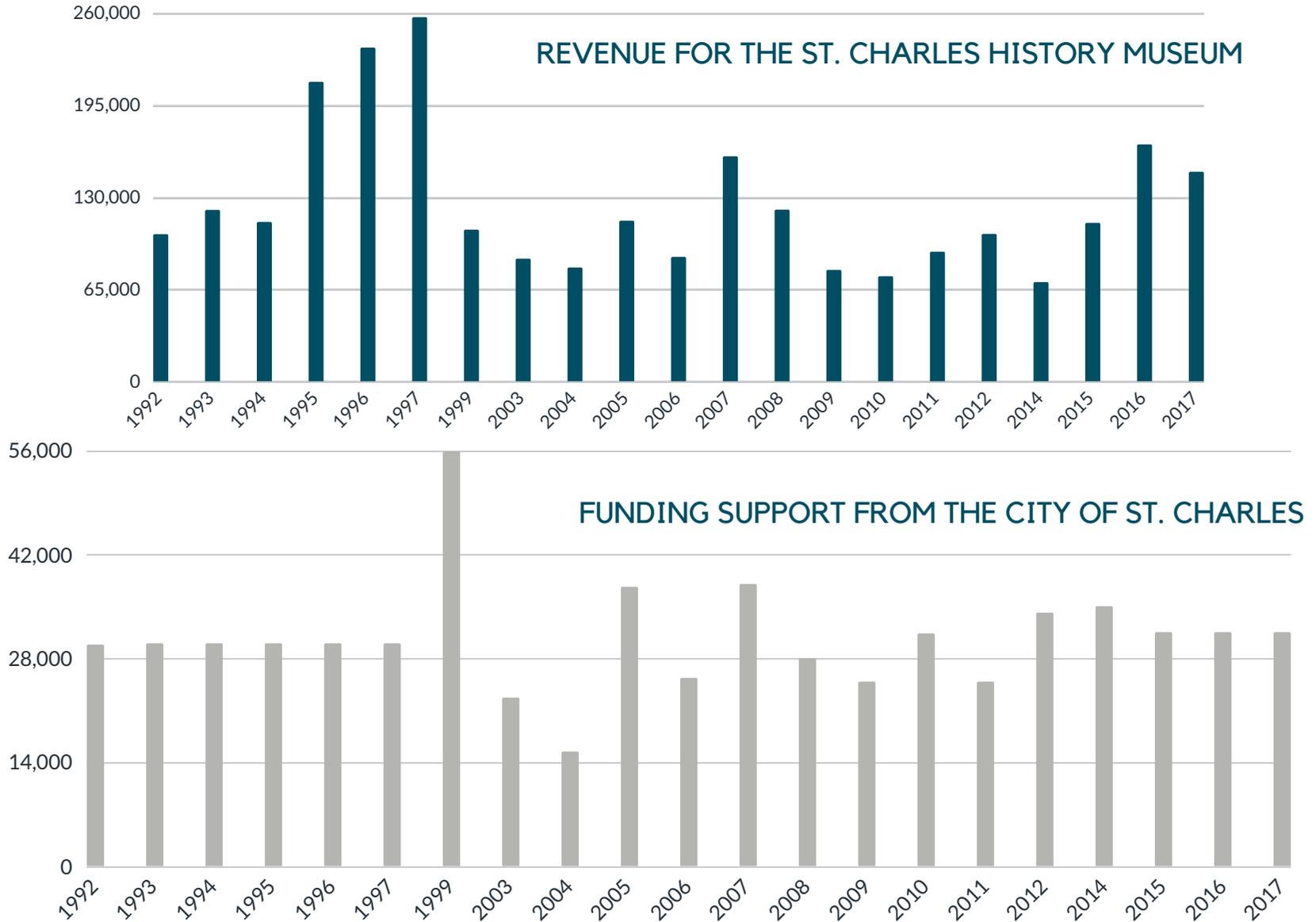


# HOW ARE WE FUNDED?

A LOOK BACK AT THE  
LAST 20 YEARS

# AN OVERVIEW

OVER THE LAST 20 YEARS THE AVERAGE FUNDING SUPPORT RECEIVED BY THE MUSEUM HAS BEEN \$30,000.



# REVENUE SOURCES

FUNDRAISING  
9 MONTHS

CITY OF  
ST. CHARLES  
HOTEL MOTEL TAX &  
MAINTENANCE OF THE  
BUILDING

DONORS  
MEMBERSHIP DUES  
BEQUEATHALS  
GIFT SHOP  
DONATIONS  
PROGRAMS  
12 MONTHS

2018 TOTAL  
PROJECTED REVENUE  
\$137,810.00

75% OF THE MUSEUMS  
REVENUE IS  
GENERATED BY STAFF  
& BOARD

# OPERATING EXPENSES

OPERATING  
& PAYROLL

UTILITIES  
INSURANCE  
OFFSITE STORAGE  
STAFF DEVELOPMENT

FUNDRAISING  
GIFT SHOP  
TEMPORARY EXHIBITS  
COLLECTION CARE  
PROGRAMS

2018 TOTAL  
PROJECTED EXPENSES  
137,810.00

# CURRENT FUNDING FROM THE HOTEL MOTEL TAX

2017 - 2018 PROPOSED CITY OF ST. CHARLES BUDGET



Estimated Revenue from  
the Hotel Motel Tax  
2017-2018

**\$1,959,118**

St. Charles History Museum  
Budgeted Line Item \$31,500

**1.6%**

Out of the Total Revenue

# FUNDING PROPOSAL

## OPTION ONE

Increase the percentage received from the Hotel Motel Tax from 1.6% to 3.0%.

**INCREASING OUR FUNDING AT THIS LEVEL WOULD ALLOW US TO DO THE FOLLOWING:**

- Fully Fund the Executive Directors Position
- Increase Part-time Staff Hours to Full-time
- Fund Part-Time Museum Assistant Position
- Fund a Professional Collection Assessment
- Additional Staff Hours would be used to Increase Public Awareness of the Museum, and Gift Shop .
- 20% Increase in Visitor Attendance



## OPTION TWO

Increase the current \$31,500 budget line item to \$42,000 in 2018 and increase by \$2,000 over the next five years to the total sum of \$50,000 and be renegotiated in 2024.

**INCREASING OUR FUNDING AT THIS LEVEL WOULD ALLOW US TO DO THE FOLLOWING:**

- Fully Fund the Executive Directors Position by 2023
- Increase Part-time Staff Hours to Full-time
- Fund a Professional Collection Assessment
- 10% Increase in Visitor Attendance

## OPTION THREE

Continue funding at the current level of \$31,500.

**INCREASING OUR FUNDING AT THIS LEVEL WOULD ALLOW US TO DO THE FOLLOWING:**

- Sustain our Current Event, Program, and Outreach Efforts.
- Sustain Visitor Attendance



# OUR MISSIONS

Heritage: A Cornerstone of City of St. Charles Mission

Heritage. It's one of the four main tenets of our Mission Statement. Honoring our history is a big part of who we are as a community.

We appreciate the time and effort of the Historic Preservation Commission's seven citizen volunteers in maintaining historic architecture in our City.

And if you really want to experience local history, be sure to take part in the events organized by the St. Charles History Museum. They bring an energy that makes St. Charles history spring to life.

=Sections of City of St. Charles Strategic Plan

St. Charles History Museum Mission

The Museum shall receive, examine, preserve, and display records, documents, textiles, and objects of historic value, which reflect or pertain to events and progress of the city and township of St. Charles from human occupation to the present date.

In pursuit of these purposes, the Museum shall exist for the educational and cultural enrichment of the City of St. Charles, the township, and community of the surrounding area.



St. CHARLES  
HISTORY MUSEUM

COLLECT • PRESERVE • PRESENT



East Main Street showing Arcada Building, St. Charles, Ill.